

Horizon Foundation, Inc.
Public Relations and Advertising Expenses
January through December 2016

2:17 PM

03/16/2017

Accrual Basis

	Type	Date	Num	Name	Memo	Split	Debit	Credit	Balance
Public Relations and Advertising									
Advertising									
	Bill	03/15/2016	20160176	SJS Beacon Baseball LLC	Twins/Miracle Outfield Billboard & full page color ad	Accounts Payable	2,500.00		2,500.00
	Bill	05/26/2016	2016-9752	Florida Trend	June issue - full page ad	Accounts Payable	6,530.00		9,030.00
	Bill	12/20/2016	2016-27400	Open Sky Media	Gulfshore Business Dec 2016 Issue	Accounts Payable	1,150.00		10,180.00
Total Advertising							10,180.00	0.00	10,180.00
Airport Marketing									
	Bill	01/01/2016	16-00632	Lee County Port Authority.	Jan-March 2016 advertising displays	Accounts Payable	10,485.00		10,485.00
	Bill	03/23/2016	16-01391	Lee County Port Authority.	Airport ad fees April thru June 2016	Accounts Payable	10,485.00		20,970.00
	Bill	06/28/2016	16-02184	Lee County Port Authority.	RSW advertising fees for July-Sept 2016	Accounts Payable	10,485.00		31,455.00
Total Airport Marketing							31,455.00	0.00	31,455.00
Inkind Advertising Expense									
	Bill	02/01/2016	2624	Promotional Incentives, Inc.	Inkind Promotional Incentives preferred cust discount	Accounts Payable	130.00		130.00
	General Journal	05/06/2016	ARF-26	Lamar Advertising	InKind Donation of advertising	Investor Inkind Advertising	73,000.00		73,130.00
	Bill	07/22/2016	INV-02163	Harmon's Audio-Visual	Inkind donation of services	Accounts Payable	160.50		73,290.50
	Bill	09/08/2016	2945	Promotional Incentives, Inc.	Inkind donation - customer discount	Accounts Payable	13.00		73,303.50
Total Inkind Advertising Expense							73,303.50	0.00	73,303.50
Local/Regional Marketing									
	Bill	03/01/2016	15-13708	Priority Marketing of Southwest FL, Inc.	January local/regional marketing services	Accounts Payable	13,470.85		13,470.85
	Bill	03/31/2016	16-13811	Priority Marketing of Southwest FL, Inc.	Invoice No. 16-13811 - Feb 2016	Accounts Payable	13,200.00		26,670.85
	Bill	04/13/2016	16-13892/16-13892A	Priority Marketing of Southwest FL, Inc.	Local marketing services	Accounts Payable	9,878.55		36,549.40
	Bill	04/29/2016	16-13970	Priority Marketing of Southwest FL, Inc.	Monthly marketing services - April 2016	Accounts Payable	10,058.50		46,607.90
	Bill	05/17/2016	16-20423A	Priority Marketing of Southwest FL, Inc.	May 2016 Monthly Marketing Services	Accounts Payable	7,365.25		53,973.15
	Bill	06/30/2016	16-14182	Priority Marketing of Southwest FL, Inc.	June monthly marketing expenses	Accounts Payable	7,719.75		61,692.90
	Bill	07/22/2016	16-14270	Priority Marketing of Southwest FL, Inc.	July marketing services	Accounts Payable	8,307.58		70,000.48
	Bill	08/31/2016	16-14358	Priority Marketing of Southwest FL, Inc.	August marketing services	Accounts Payable	9,201.70		79,202.18
	Bill	10/05/2016	16-14439	Priority Marketing of Southwest FL, Inc.	September marketing services	Accounts Payable	10,367.05		89,569.23
	Bill	10/26/2016	16-14533	Priority Marketing of Southwest FL, Inc.	October monthly marketing services	Accounts Payable	6,798.60		96,367.83
	Bill	11/23/2016	16-14648	Priority Marketing of Southwest FL, Inc.	Marketing services	Accounts Payable	8,302.50		104,670.33
	Bill	11/23/2016	16-14440	Priority Marketing of Southwest FL, Inc.	Website maintenance and buildout monthly fee	Accounts Payable	0.00		104,670.33
	Bill	11/23/2016	16-21497	Priority Marketing of Southwest FL, Inc.	Reimbursables	Accounts Payable	153.00		104,823.33
	Bill	11/23/2016	16-14440	Priority Marketing of Southwest FL, Inc.	Website maintenance and build out monthly fee	Accounts Payable	2,132.95		106,956.28
	Bill	12/01/2016	16-21641	Priority Marketing of Southwest FL, Inc.	Constant contact usage	Accounts Payable	76.50		107,032.78
	Bill	12/30/2016	16-14755	Priority Marketing of Southwest FL, Inc.	Testimonial video series	Accounts Payable	4,000.00		111,032.78
Total Local/Regional Marketing							111,032.78	0.00	111,032.78
National/International Marketing									

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Bill	03/04/2016	27615	DCI	HTML conversion, out-of-market newsletter	Accounts Payable	1,071.72		1,071.72
Bill	03/04/2016	27578	DCI	Monthly National Marketing Services	Accounts Payable	13,250.00		14,321.72
Bill	03/09/2016	904974	Transparent Translations	German language translation/earned media	Accounts Payable	330.00		14,651.72
Bill	03/23/2016	27646	DCI	February 2016 marketing service	Accounts Payable	13,250.00		27,901.72
Bill	04/14/2016	27752	DCI	Monthly marketing services - March 2016	Accounts Payable	13,250.00		41,151.72
Bill	05/06/2016	27860	DCI	April 2016 fees	Accounts Payable	11,400.00		52,551.72
Bill	06/13/2016	27978	DCI	Monthly marketing fees - May 2016	Accounts Payable	11,400.00		63,951.72
Bill	07/22/2016	28089	DCI	June 2016 Marketing Services	Accounts Payable	13,250.00		77,201.72
Bill	08/31/2016	28200	DCI	July 2016 national marketing fees	Accounts Payable	13,250.00		90,451.72
Bill	10/05/2016	28312	DCI	August fees	Accounts Payable	13,250.00		103,701.72
Bill	10/07/2016	13627	Social Toaster	Digital Ambassador subscription fee - October 2016	Accounts Payable	79.00		103,780.72
Bill	10/26/2016	28421	DCI	Final invoice - Sept fees	Accounts Payable	13,250.00		117,030.72
Bill	11/04/2016	13780	Social Toaster	Digital ambassador program - monthly subscription	Accounts Payable	79.00		117,109.72
Bill	12/20/2016	13914	Social Toaster	Digital Ambassador Program	Accounts Payable	79.00		117,188.72
Total National/International Marketing						117,188.72	0.00	117,188.72
Pay Per Click PC Campaign								
Bill	03/23/2016	Feb 17-Mar 16, 2016	Business Card	online survey tools: Survey Monkey/Poll Everywhere	Accounts Payable	146.00		146.00
Bill	06/30/2016	16-14182	Priority Marketing of Southwest FL, Inc.	Social media ad campaign	Accounts Payable	1,200.00		1,346.00
Bill	07/22/2016	16-14270	Priority Marketing of Southwest FL, Inc.	Google adwords	Accounts Payable	500.00		1,846.00
Bill	08/31/2016	16-14358	Priority Marketing of Southwest FL, Inc.	Pay per click fees	Accounts Payable	500.00		2,346.00
Bill	10/05/2016	16-14439	Priority Marketing of Southwest FL, Inc.	FaceBook ads and Google word ads	Accounts Payable	900.00		3,246.00
Bill	10/26/2016	16-14533	Priority Marketing of Southwest FL, Inc.	Facebook ad & Google Adwords	Accounts Payable	900.00		4,146.00
Bill	11/23/2016	16-14648	Priority Marketing of Southwest FL, Inc.	FaceBook and Google adwords	Accounts Payable	900.00		5,046.00
Bill	12/20/2016	16-14714	Priority Marketing of Southwest FL, Inc.	Google Adwords - November	Accounts Payable	500.00		5,546.00
Total Pay Per Click PC Campaign						5,546.00	0.00	5,546.00
Website Enhancement								
Bill	02/08/2016	Dec 17-Jan 2016	Business Card	online monthly subscriptions for website maintenance	Accounts Payable	111.89		111.89
Bill	03/23/2016	Feb 17-Mar 16, 2016	Business Card	Website maintenance	Accounts Payable	9.00		120.89
Bill	04/13/2016	16-13892/16-13892A	Priority Marketing of Southwest FL, Inc.	Website updates	Accounts Payable	3,341.45		3,462.34
Bill	04/26/2016	Mar 17-Apr 16, 2016	Business Card	online website maintenance	Accounts Payable	9.00		3,471.34
Bill	04/29/2016	16-13970A	Priority Marketing of Southwest FL, Inc.	Website maintenance - March 2016	Accounts Payable	3,181.50		6,652.84
Bill	05/16/2016	16-20413	Priority Marketing of Southwest FL, Inc.	Purchase stock images for website updates	Accounts Payable	300.00		6,952.84
Bill	05/17/2016	16-20423	Priority Marketing of Southwest FL, Inc.	Website Maintenance - April 2016	Accounts Payable	5,854.75		12,807.59
Bill	05/23/2016	Apr 17-May16, 2016	Business Card	website maintenance	Accounts Payable	9.00		12,816.59
Bill	06/28/2016	May 17-Jun 16, 2016	Business Card	monthly website maintenance	Accounts Payable	9.00		12,825.59
Bill	06/30/2016	16-14183	Priority Marketing of Southwest FL, Inc.	Website updates - May 2016	Accounts Payable	4,820.25		17,645.84

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Bill	07/22/2016	16-14271	Priority Marketing of Southwest FL, Inc.	Website updates - June 2016	Accounts Payable	5,083.10		22,728.94
Bill	08/31/2016	16-14357	Priority Marketing of Southwest FL, Inc.	July website updates	Accounts Payable	3,783.30		26,512.24
Bill	10/07/2016	2017	Business Card	Website maintenance	Accounts Payable	9.00		26,521.24
Bill	10/26/2016	16-14532	Priority Marketing of Southwest FL, Inc.	Monthly website updates- Sept 2016	Accounts Payable	5,796.40		32,317.64
Total Website Enhancement						32,317.64	0.00	32,317.64
Total Public Relations and Advertisin						381,023.64	0.00	381,023.64
TOTAL						381,023.64	0.00	381,023.64